

Applicant Docket No. 19011.1140

AMENDMENTS TO THE CLAIMS

Please amend the claims in the application as follows:

Claim 1. (previously presented)

A method of virtual prospecting, comprising:

an advertiser narrowly making a selection of a prospect and a commercial, and
identifying the selection to a third party;

the third party electronically communicating the selected commercial to the
selected prospect;

the selected prospect making a response to the selected commercial;

the third party tracking the response made by the selected prospect; and

the third party reporting back to the advertiser with information relating to the
response to the selected commercial.

Claim 2. (previously presented)

The method of claim 1 wherein the step of narrowly selecting a prospect comprises the
advertiser selecting the prospect from a prospect list.

Claim 3. (currently amended)

The method of claim 1 wherein the step of narrowly selecting a prospect includes the
advertiser selecting the commercial from a list of available commercials.

Claim 4. (previously presented)

The method of claim 1 wherein the commercial is an executable file.

Claim 5. (previously presented)

The method of claim 1 wherein the commercial includes an identification code.

Claim 6. (previously presented)

The method of claim 1 wherein the commercial is communicated to the prospect as an
attachment to an e-mail.

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Claim 7. (previously presented)

The method of claim 1 wherein the commercial includes a hyperlink to a web site.

Claim 8. (previously presented)

The method of claim 1 wherein the step of tracking includes determining whether a commercial is opened.

Claim 9. (currently amended)

The method of claim 1 wherein the step of tracking includes initiating a substantially synchronous link between the prospect and the agent advertiser.

Claim 10. (previously presented)

The method of claim 9 wherein the substantially synchronous link comprises a telephone call.

Claim 11. (previously presented)

The method of claim 1 wherein the substantially synchronous link comprises a chat site.

Claim 12. (previously presented)

The method of claim 1 wherein the step of reporting back includes providing the advertiser with a sorting of prospects by action.

Claim 13. (new)

A method of virtual prospecting in which an advertiser is able to perform direct advertising to selected prospects and receive response information, the method comprising the steps of:

an advertiser narrowly making a selection of a prospect and a commercial, and identifying the selection to a third party, the third party being an independent entity from the prospect;

the third party electronically communicating the selected commercial to the selected prospect;

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the selected prospect receiving the selected commercial, submitting to the selected commercial and then providing a response associated with the prospects submission to the selected commercial;

the third party tracking the associated response made by the selected prospect; and
the third party reporting back to the advertiser with information relating to the response to the selected commercial.